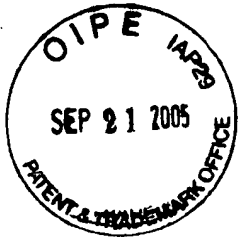


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Customer No. 07278

Attorney Docket No. 06727/100H935-US1

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of : Oren ROSENFELD

Serial No.: 10/776,367

Group Art Unit: 2876

Filed: February 10, 2004

Examiner: Kumiko C. Koyama

For: ELECTRONIC SHELF LABEL SYSTEMS AND METHODS

Hon. Commissioner of Patents and Trademarks

P.O. Box 1450

Alexandria, VA 22313-1450

Sir:

AMENDMENT

The following amendment is in response to the outstanding Office Action mailed March 24, 2005.

Amendments to the specification begin on page 2.

Amendments to claims begin on page 3.

Remarks accompanying the amendments begin on page 4.